



Who Is Up, Who Is Down: Global Views of China & the U.S.

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July 2013

U.S. vs. China

America Seen More Favorably

	% Favorable	
	U.S.	China
	%	%
U.S.	--	37
China	40	--
Europe	58	43
Middle East	21	45
Asia/Pacific	64	58
Latin America	66	58
Africa	77	72
GLOBAL MEDIAN	63	50

Regional medians. Asia/Pacific median excludes China. Global median excludes U.S./China.

U.S. Pivot into a Mixed Embrace

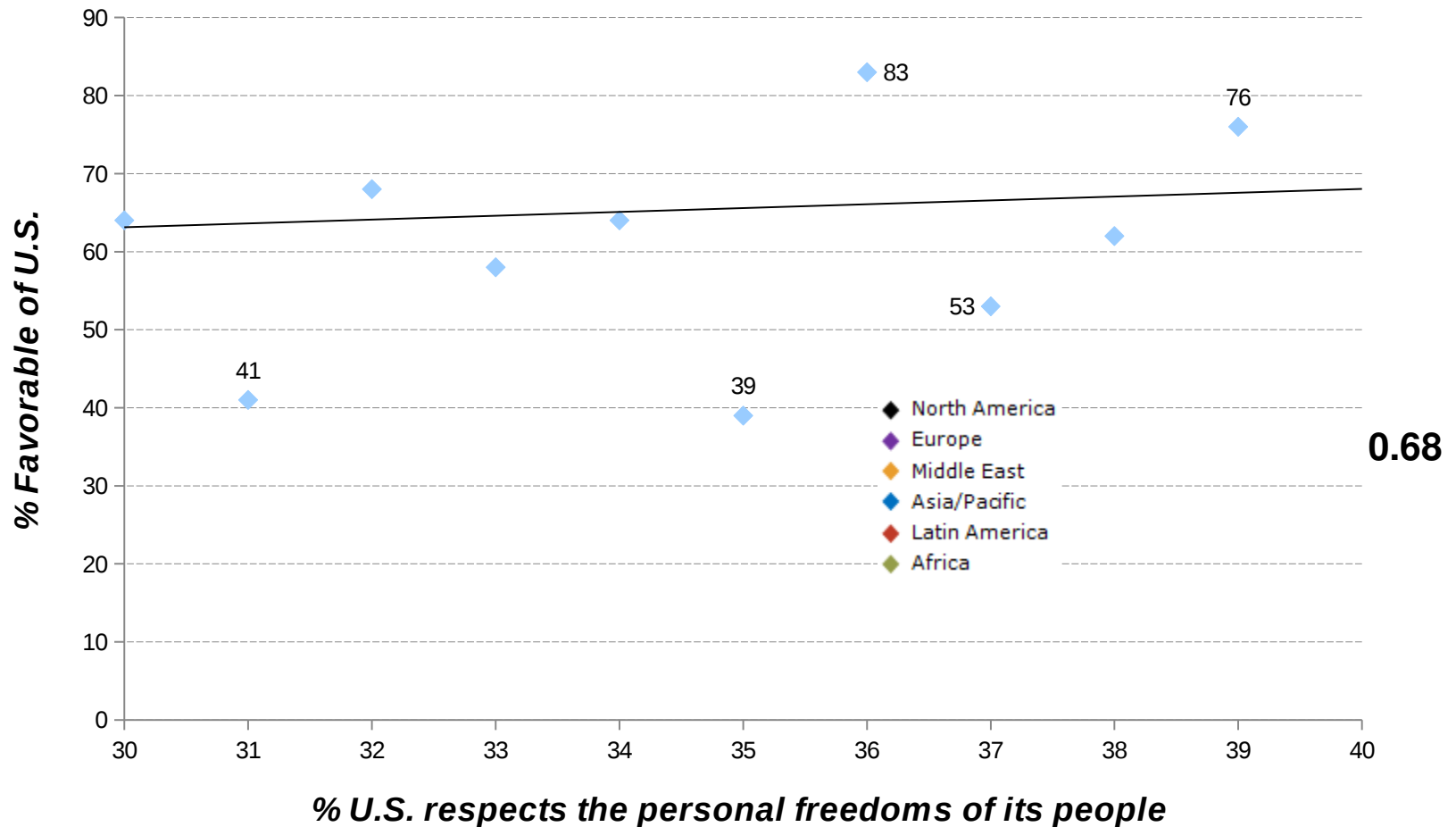
	% Favorable		
	U.S.	China	Diff
	%	%	
Japan	69	5	+64
Philippines	85	48	+37
S. Korea	78	46	+32
Australia	66	58	+8
China	40	--	--
Indonesia	61	70	-9
Malaysia	55	81	-26
Pakistan	11	81	-70
MEDIAN	64	58	

Higher Ratings for the U.S.

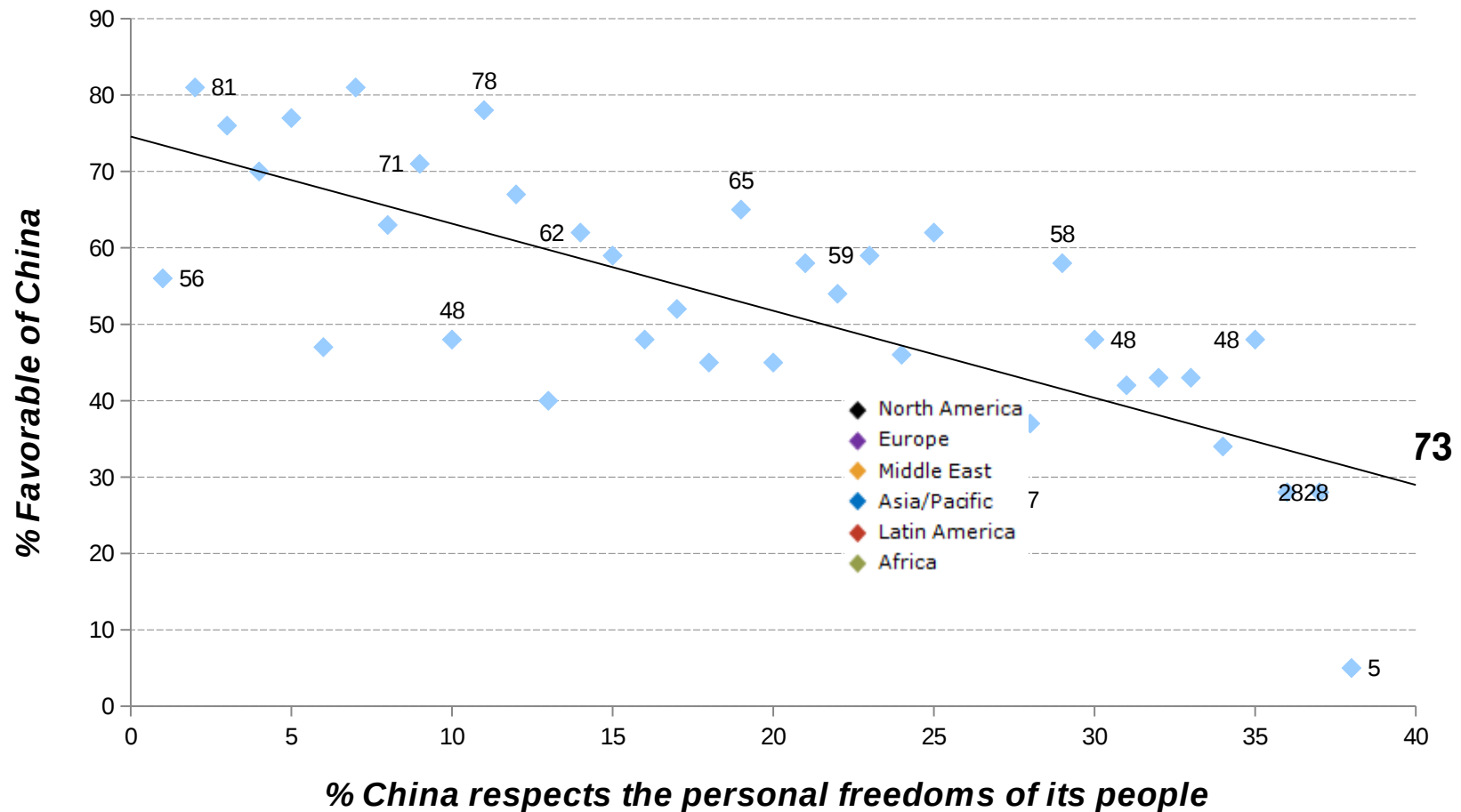
	U.S.	China
<i>Is the U.S./China a...</i>	%	%
Partner	59	39
Enemy	8	10
Neither	24	36
<i>Does the U.S./China respect personal freedoms of its people?</i>		
Yes	70	36
No	16	43
Don't know	11	14

Median percentages based on 38 countries.

Link Between U.S. Favorability and Personal Freedoms



Link Between China Favorability and Personal Freedoms

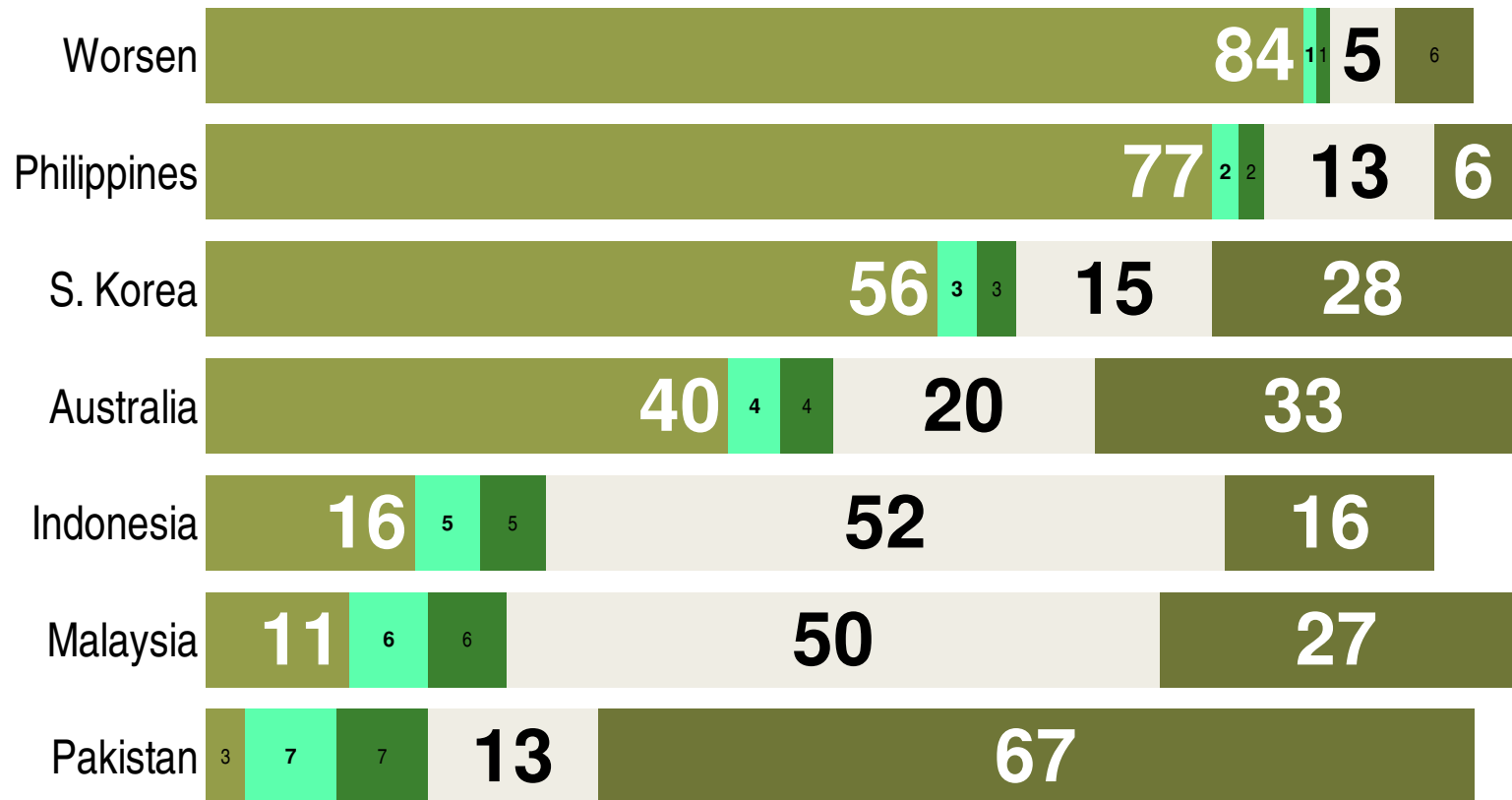


Both Seen as Ignoring Interests of Other Countries

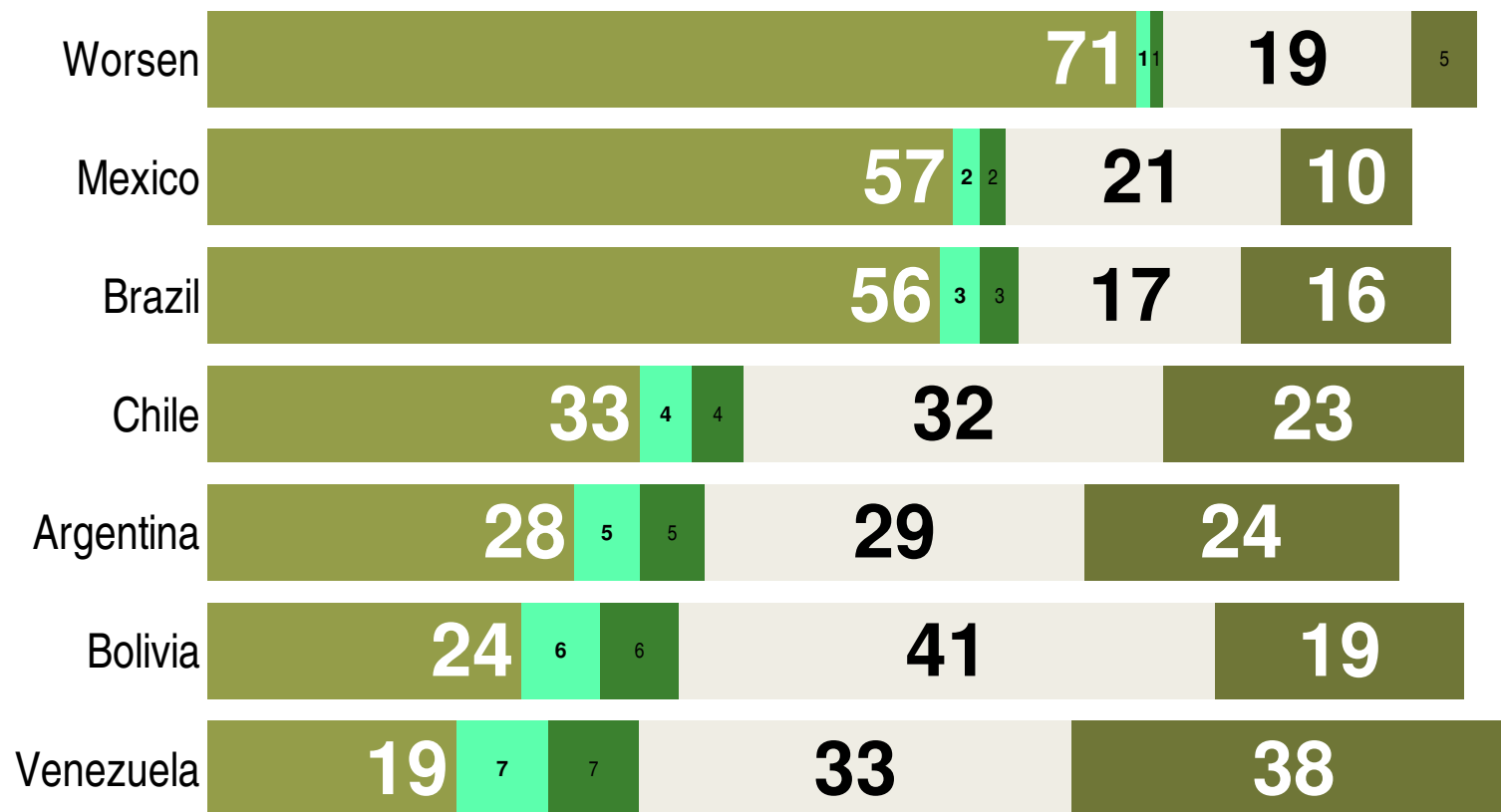
	U.S.	China
<i>Does the U.S./China consider your country's interests?</i>	%	%
Great deal/fair amount	37	27
Not too much/not at all	58	63
Don't know	5	8

Median percentages based on 38 countries.

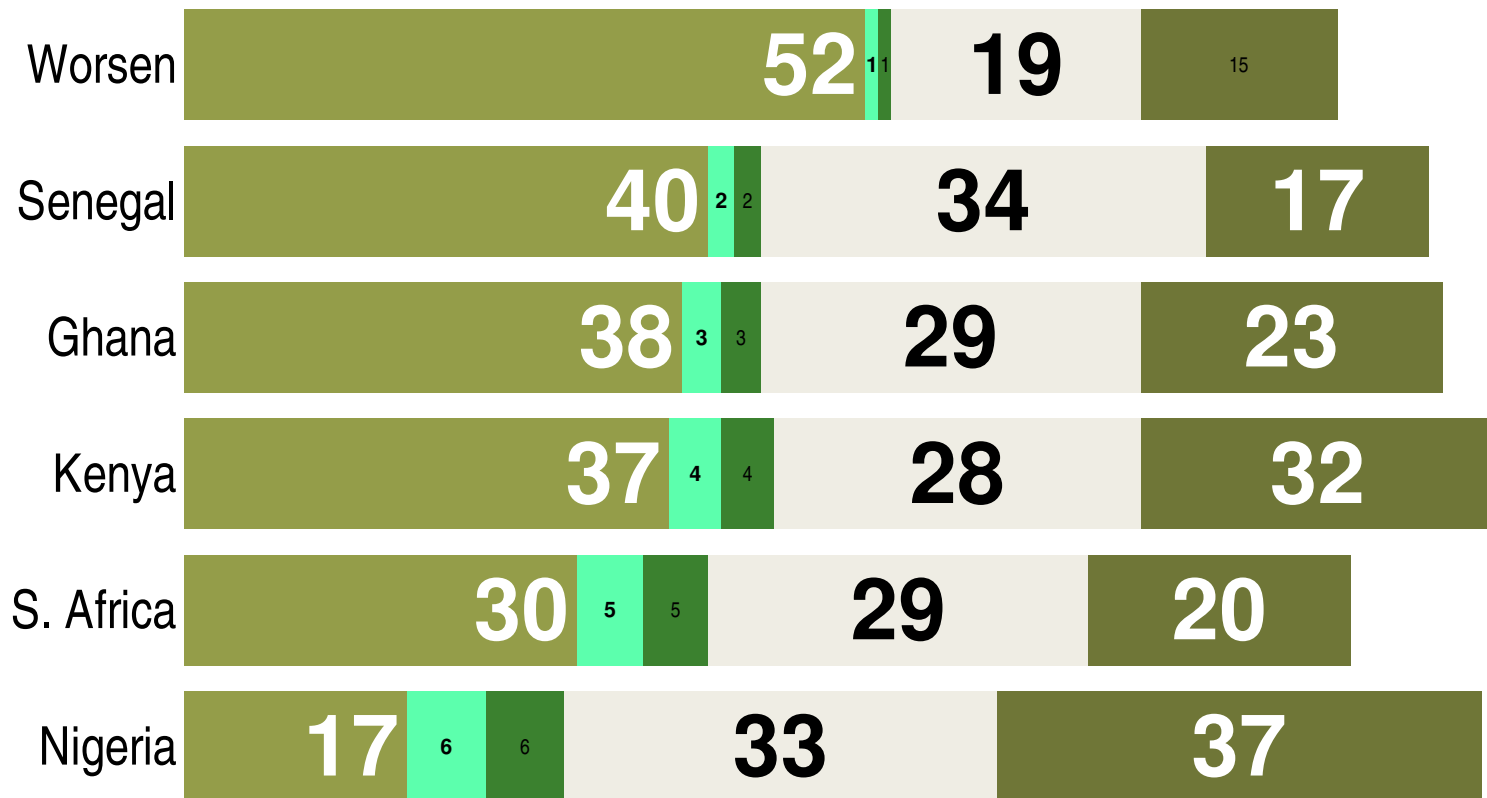
In Asia It Is More Important to Have Strong Ties with...



In Latin America: Strong Ties More Important with...



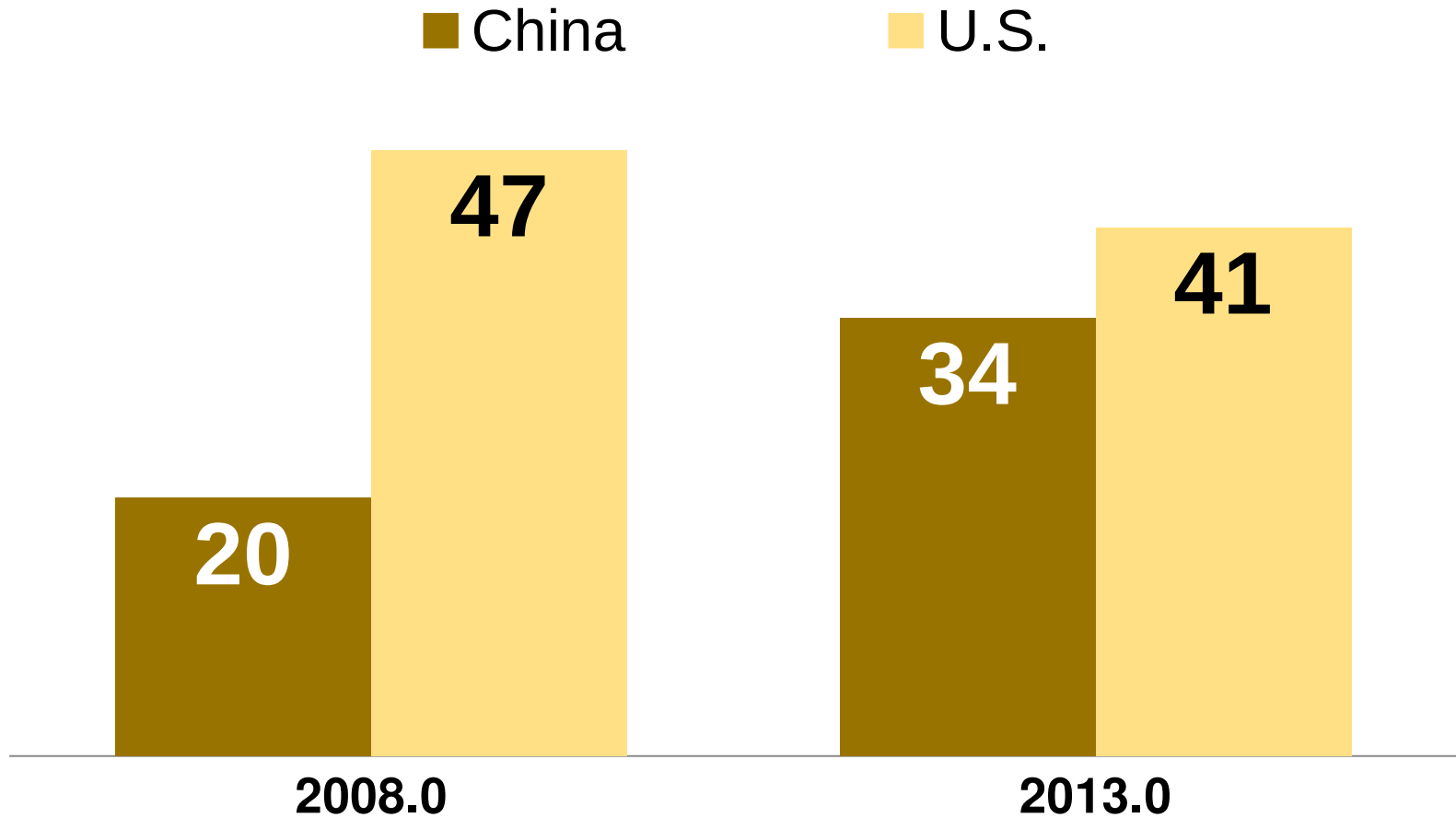
In Africa It Is More Important to Have Strong Ties with...



American vs. Chinese Soft Power

	<i>Latin America</i>		<i>Africa</i>	
	American	Chinese	American	Chinese
	%	%	%	%
<i>Median % positive view of...</i>				
Scientific & tech. advances	74	72	83	75
Music, movies and television	63	25	58	34
Ways of doing business	50	40	73	59
Ideas about democracy	43	--	73	--
Ideas and customs spreading	32	30	56	46

Who Is World's Leading Economic Power?



Medians based on only the 20 countries surveyed in both 2008 and 2013.

Europeans Say It Is China

	% Saying U.S.			% Saying China		
	2008	2013	Change	2008	2013	Change
	%	%		%	%	
Spain	42	27	-15	24	56	+32
Germany	25	19	-6	30	59	+29
Britain	44	33	-11	29	53	+24
France	44	34	-10	31	53	+22

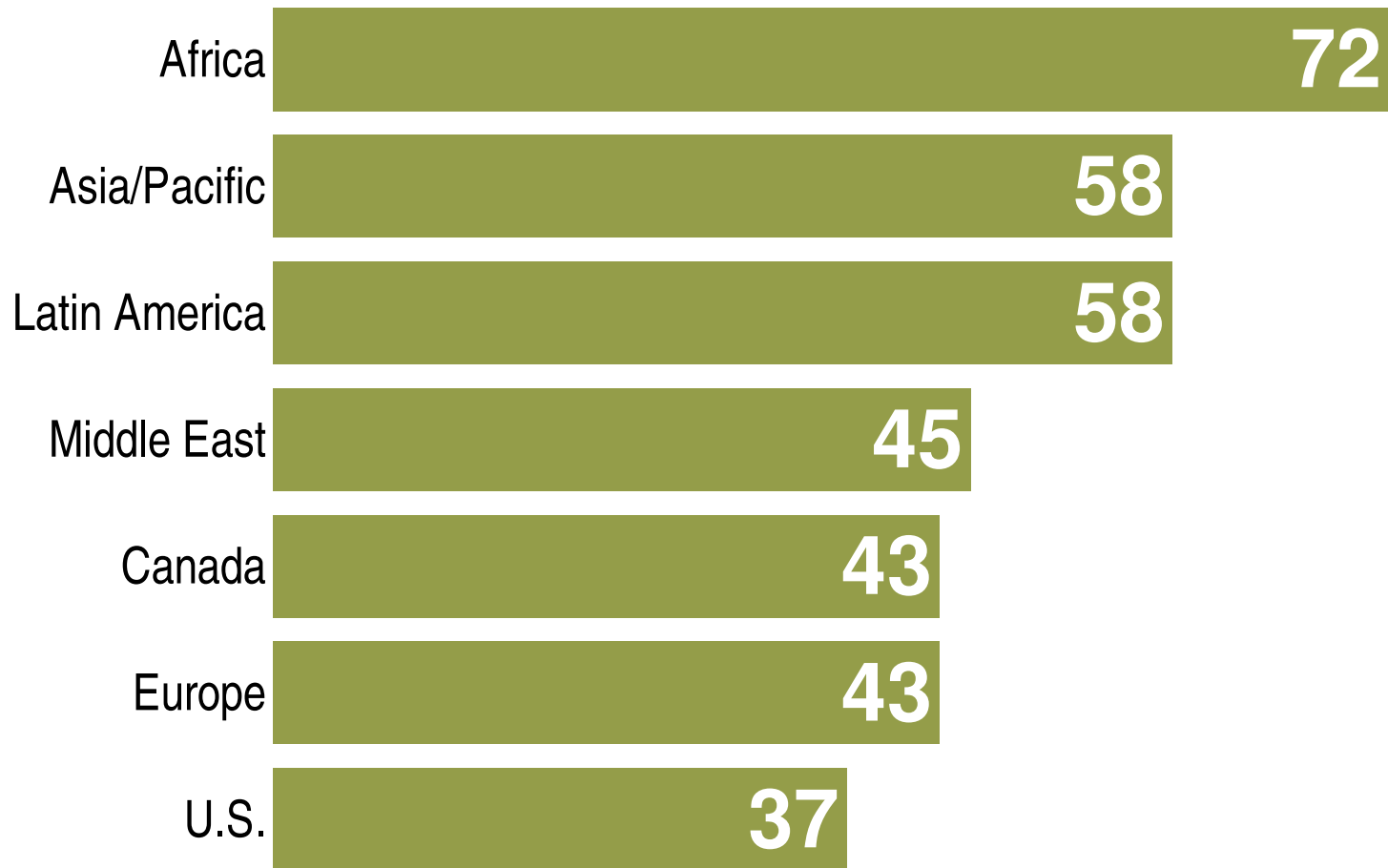
Will China Replace U.S. as World's Leading Superpower?

	Will eventually replace U.S.	Has already replaced U.S.	Total has or will replace U.S.	Will never replace U.S.
	%	%	%	%
Canada	52	15	67	26
U.S.	36	11	47	47
Europe	40	16	57	31
Latin America	32	14	50	31
Asia/Pacific	36	9	45	39
Middle East	28	17	44	42
Africa	25	13	39	36

Regional medians. Total column shows medians, not the summation of median responses.

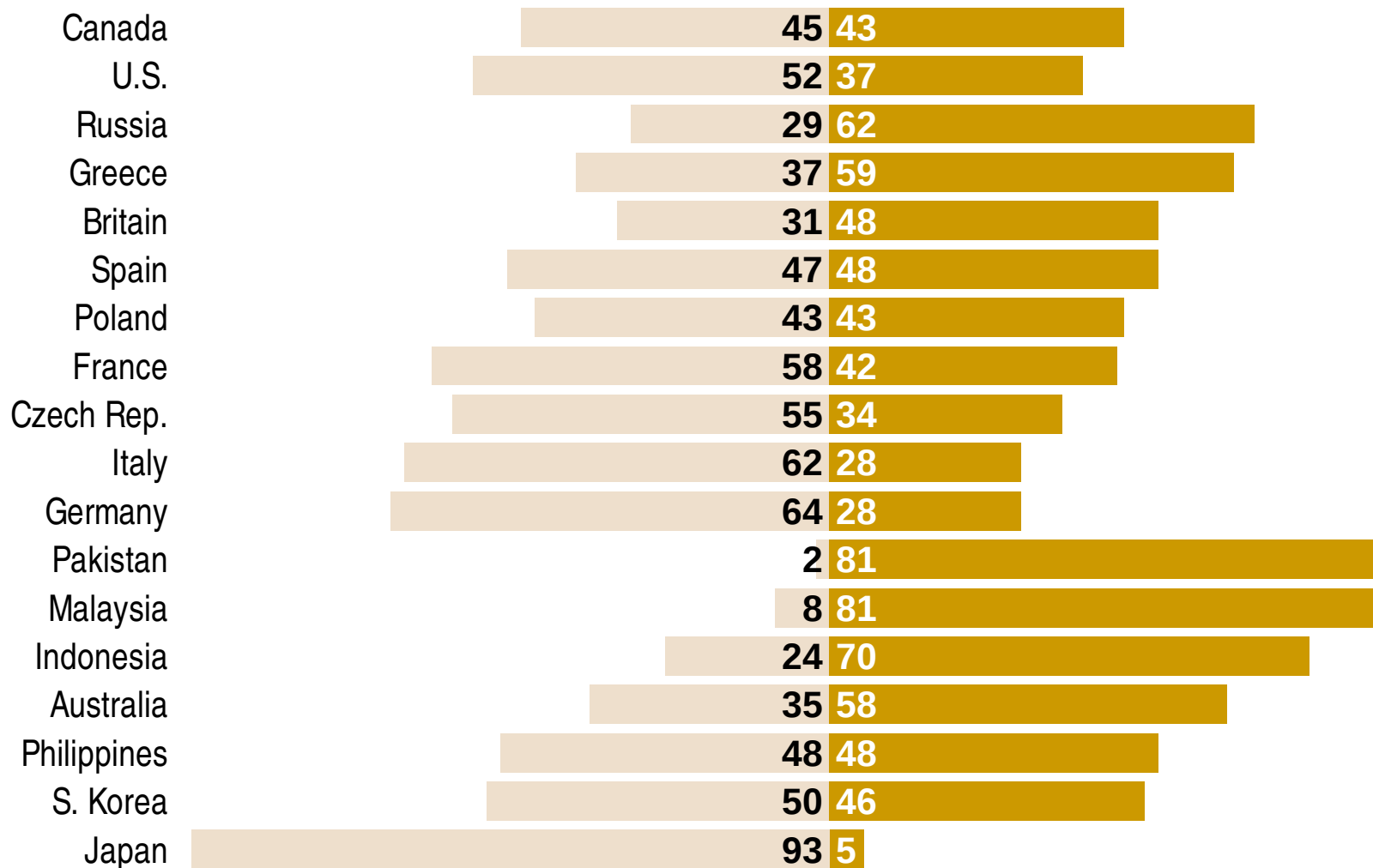
China in the Eyes of the World

China Favorability Highest in Africa

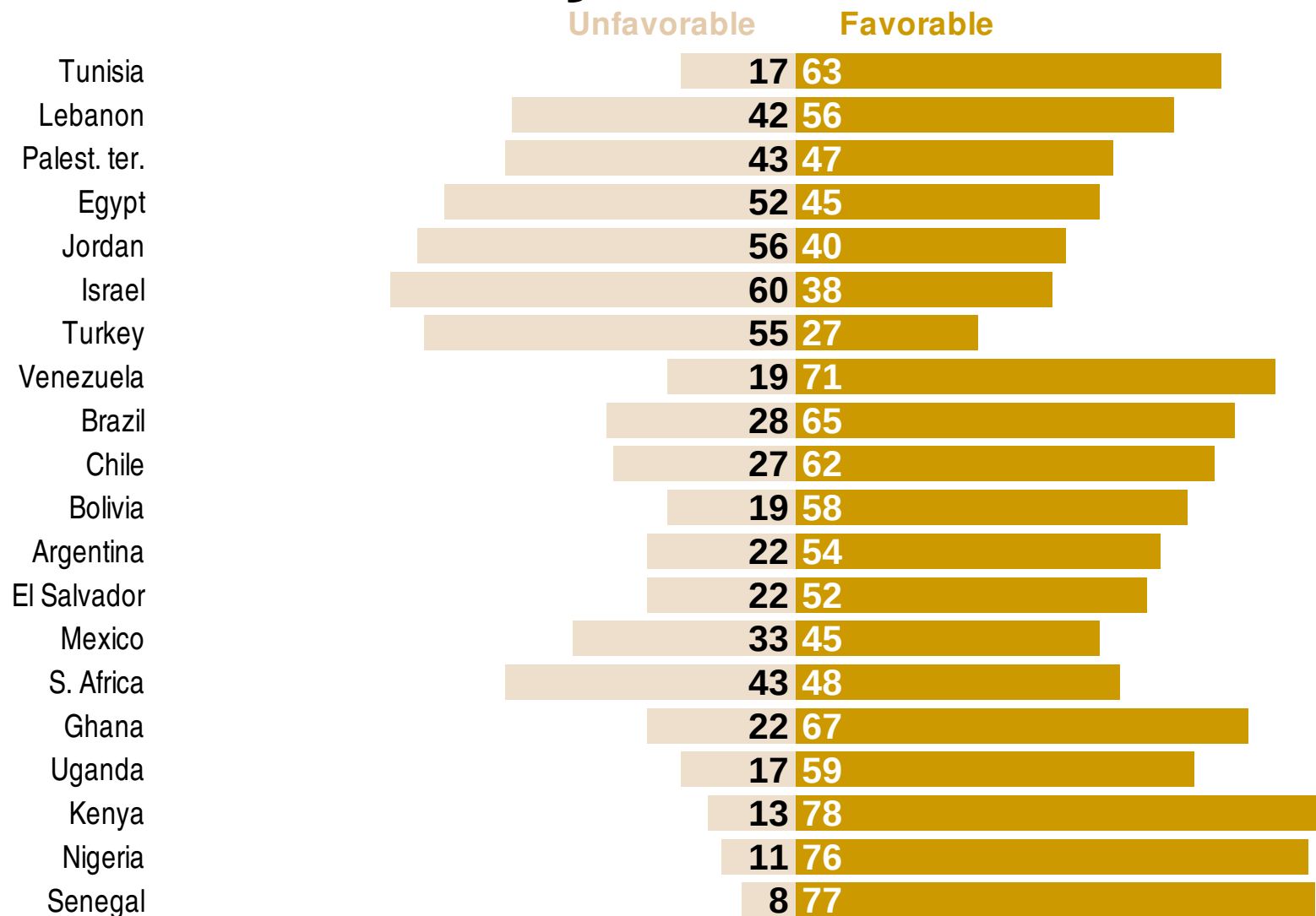


Regional medians. Asia/Pacific excludes China.

China Favorability



China Favorability



China Unfavorable Highest in U.S.

	Favorable	Unfavorable
	%	%
Canada	43	45
U.S.	37	52
Africa	72	15
Latin America	58	22
Asia/Pacific	58	35
Middle East	45	52
Europe	43	47

Regional medians
Asia/Pacific Excludes China

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Older, Republican Americans Less Favorable Toward China

	Favorable	Unfavorable
Age	%	%
18-29	57	35
30-49	35	50
50+	27	60
Party		
Democrat	41	46
Independent	37	55
Republican	30	60

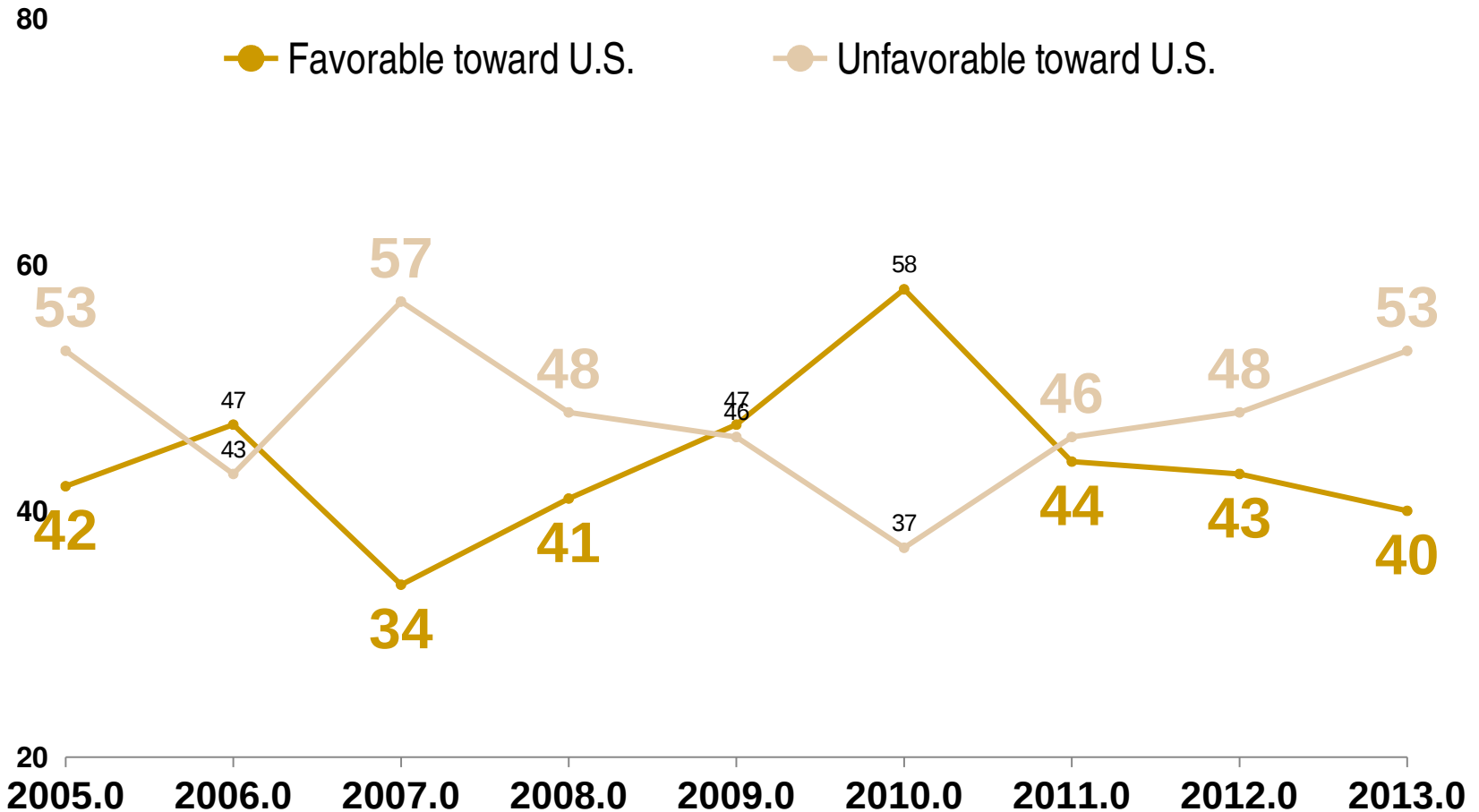
Many Young People More Favorable toward China

	% Favorable of China			
	18–29	30–49	50+	Youngest–oldest gap
	%	%	%	
Turkey	47	20	13	+34
U.S.	57	35	27	+30
Poland	59	41	35	+24
Argentina	63	57	42	+21
France	55	41	37	+18
Britain	58	51	42	+16
Philippines	54	50	38	+16
Canada	52	48	36	+16
Brazil	72	65	57	+15
El Salvador	58	54	43	+15
Italy	38	31	23	+15
Bolivia	64	55	50	+14
Tunisia	66	65	53	+13
Czech Rep.	43	31	32	+11
Venezuela	77	69	67	+10
Russia	68	65	58	+10

China Less Favorable in 10 of 19

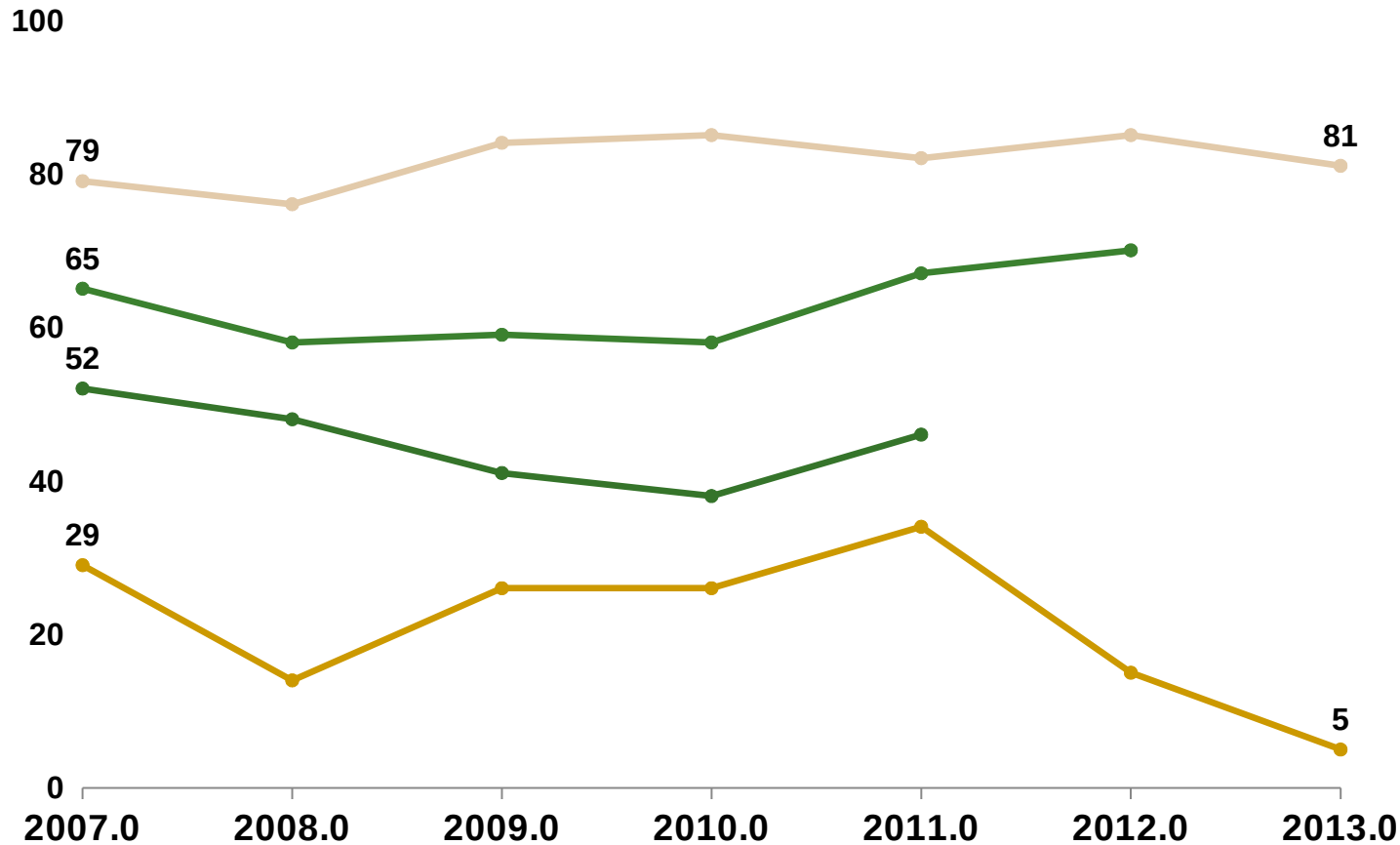
	2011	2013	Change
	%	%	
U.S.	51	37	-14
Britain	59	48	-11
France	51	42	-9
Poland	51	43	-8
Spain	55	48	-7
Germany	34	28	-6
Russia	63	62	-1
Palest. ter.	62	47	-15
Egypt	57	45	-12
Israel	49	38	-11
Jordan	44	40	-4
Lebanon	59	56	-3
Turkey	18	27	+9
Japan	34	5	-29
Pakistan	82	81	-1
Indonesia	67	70	+3
Mexico	39	45	+6
Brazil	49	65	+16
Kenya	71	78	+7

Chinese Views of the U.S. Turn Negative



Diverse Views of China in Asia

% Favorable of China

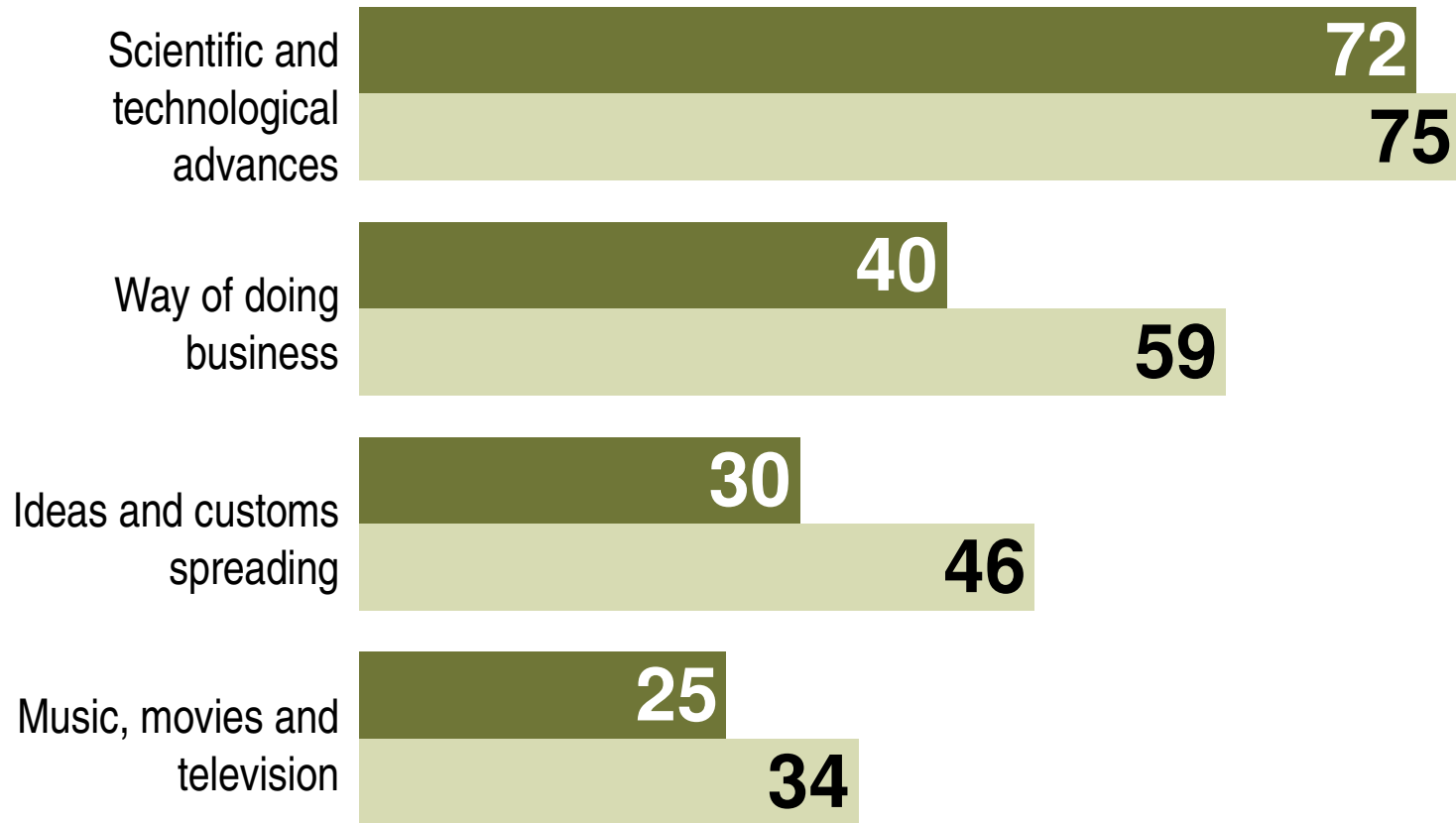


Views of China's Unilateralism Undermines Favorability

% Favorable of China	Total	Among those who say China acts multilaterally		
		Great deal/fair amount	Not too much/at all	Diff
	%	%	%	
Canada	43	60	38	-22
U.S.	37	50	30	-20
Greece	59	79	52	-27
Germany	28	46	21	-25
Poland	43	59	36	-23
Czech Rep.	34	51	31	-20
Lebanon	56	97	20	-77
Egypt	45	95	20	-75
Palest. ter.	47	73	42	-31
Jordan	40	60	33	-27
Israel	38	56	34	-22
Argentina	54	75	52	-23
Venezuela	71	78	56	-22
Chile	62	80	59	-21
S. Africa	48	59	28	-31
Senegal	77	88	68	-20

Chinese Soft Power

Median % positive view of China's ...



China's Science and Technology Widely Admired

<i>China's technological and scientific advances</i>			
	Admire	Do not admire	DK
	%	%	%
El Salvador	80	17	3
Venezuela	80	17	3
Chile	75	16	9
Argentina	72	22	6
Bolivia	71	20	8
Brazil	68	28	5
Mexico	61	29	10
Nigeria	85	8	7
Senegal	77	10	14
Ghana	75	19	6
Kenya	75	21	4
Uganda	62	16	22
S. Africa	61	28	11

Young Admire China's Scientific and Technological Advances

% Admire China for its science and technological advances

	18–29	30–49	50+	<i>Youngest–oldest gap</i>
	%	%	%	
Bolivia	79	74	53	+26
Argentina	80	75	61	+19
Brazil	75	69	59	+16
Senegal	83	76	68	+15
S. Africa	64	66	49	+15
El Salvador	88	77	74	+14
Nigeria	88	86	76	+12
Venezuela	86	78	76	+10

Chinese Business Practices Liked in Much of Africa

<i>Chinese ways of doing business</i>			
	Like	Dislike	DK
	%	%	%
Venezuela	53	34	13
Chile	48	24	27
El Salvador	44	38	19
Brazil	40	51	9
Bolivia	39	36	25
Mexico	38	44	17
Argentina	33	37	30
Nigeria	76	12	12
Kenya	68	27	6
Senegal	65	17	18
Uganda	53	23	25
Ghana	52	39	9
S. Africa	43	42	15

Spread of Chinese Ideas and Customs Mostly Disliked

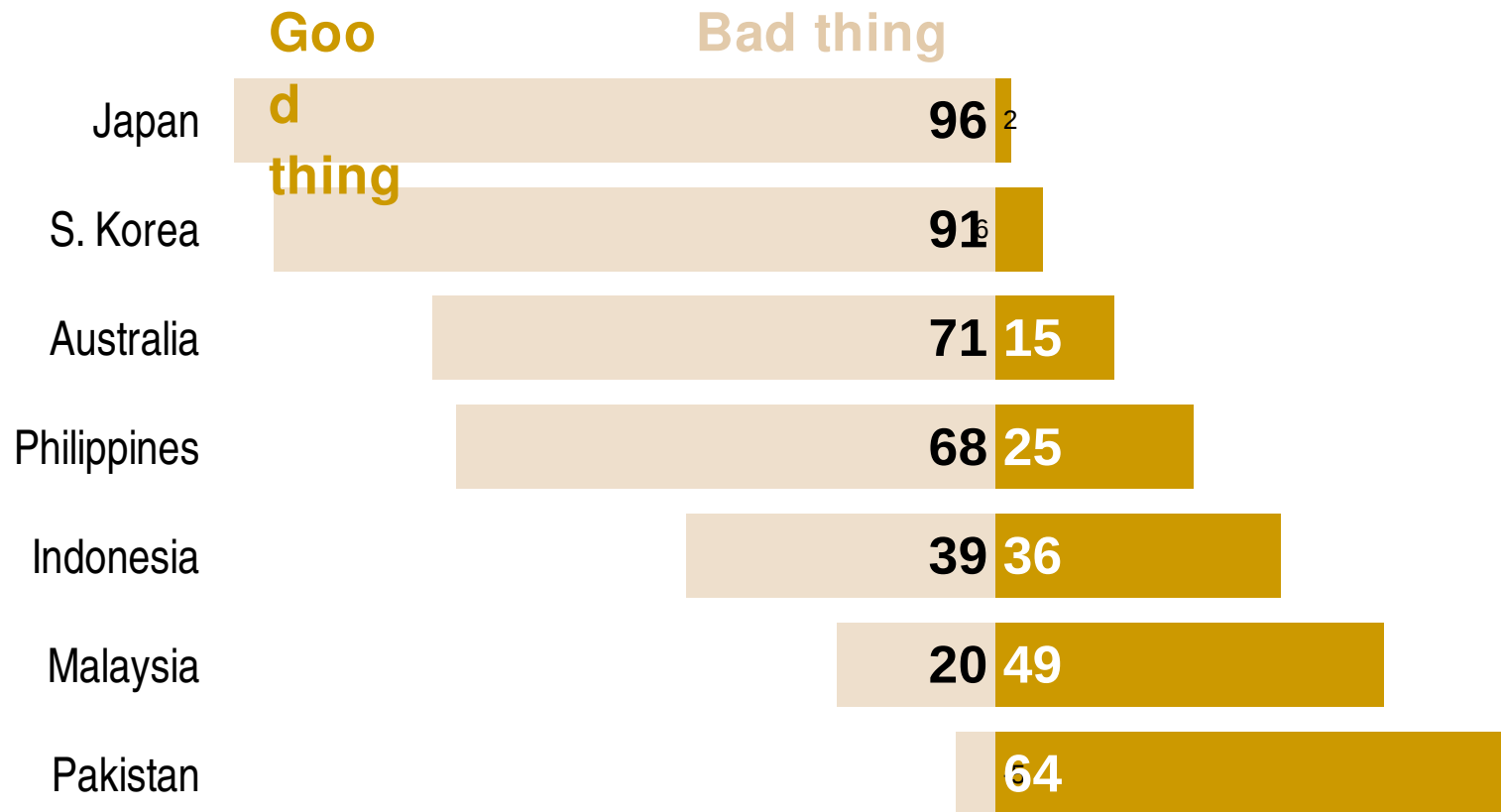
	<i>Chinese music, movies and television</i>			<i>Chinese ideas and customs are spreading here</i>		
	Like	Dislike	DK	Good	Bad	DK
	%	%	%	%	%	%
Argentina	11	68	21	28	55	17
Bolivia	37	44	19	30	51	19
Brazil	19	75	6	36	58	6
Chile	25	50	25	27	57	16
El Salvador	28	61	11	37	50	13
Mexico	19	56	25	27	55	18
Venezuela	38	58	4	37	51	12
Ghana	42	51	6	31	60	9
Kenya	36	45	19	54	34	11
Nigeria	54	32	14	58	24	18
Senegal	32	54	14	62	25	14
S. Africa	22	60	19	37	46	17
Uganda	28	46	26	31	46	23

Chinese Pop Culture More Appealing to Young

% Like Chinese music, movies and TV				
	18–29	30–49	50+	Youngest– oldest gap
	%	%	%	
Senegal	41	32	15	+26
Uganda	36	27	15	+21
Bolivia	44	38	24	+20
Nigeria	61	50	43	+18
Ghana	51	35	33	+18
El Salvador	35	26	21	+14

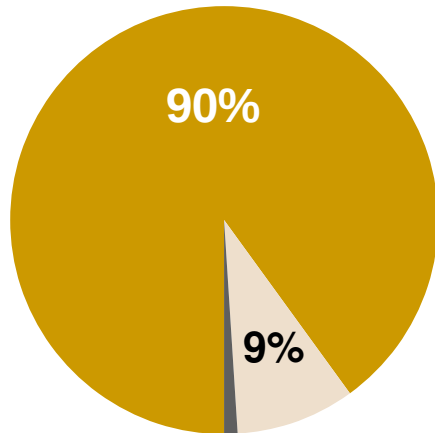
Many View China's Growing Military Power Negatively

China's growing military power is a ...

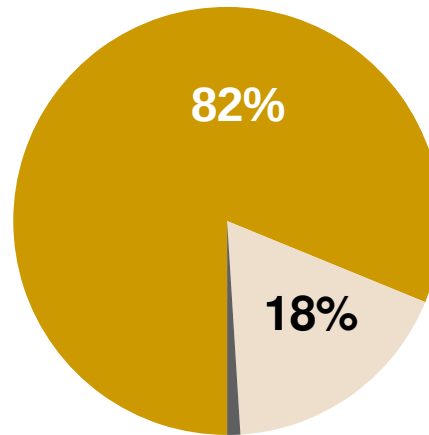


Territorial Disputes with China

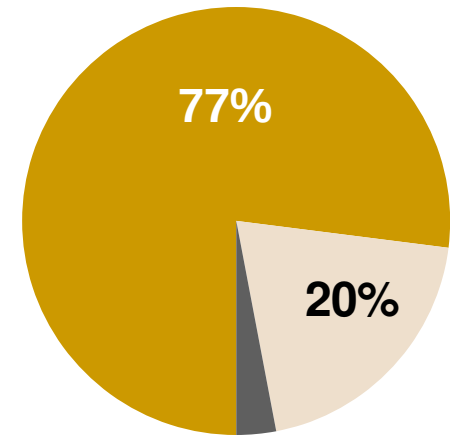
Philippines



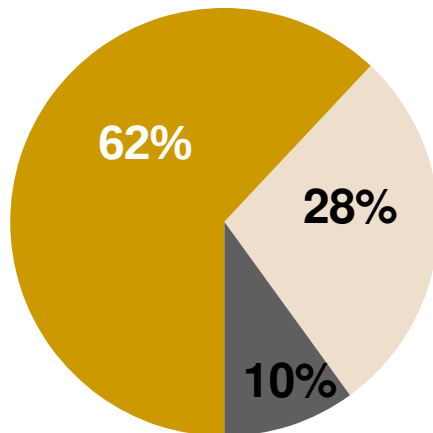
Japan



S. Korea



Indonesia



Malaysia

